WHAT IS CLAIMED IS

1. An antistatic coat for coating a surface of a base body so as to prevent accumulation of electric charges in said base body,

said antistatic coat having a multi-layers structure comprising at least one antistatic layer containing an organic or inorganic conductive material, and

said antistatic layer being disposed between said base body and an outermost surface layer of said antistatic coat.

2. An antistatic coat as claimed in claim 1, wherein said antistatic layer is disposed directly below said outermost surface layer of said antistatic coat.

3. An antistatic coat as claimed in claim 1, wherein said conductive material comprises a conductive polymer having π-electron conjugated system.

4. An antistatic coat as claimed in claim 3, wherein said conductive polymer having π-electron conjugated system is sulfonated polyaniline.

5. An antistatic coat as claimed in claim 4, wherein a particle size of said sulfonated polyaniline is within a range of 0.01 to 1.0 μm.

6. An antistatic coat as claimed in claim 3, wherein a thickness of said antistatic coat is within a range of 0.05 to 0.5 μm.

7. An antistatic coat as claimed in claim 1, wherein said conductive material comprises a conductive carbon black.

8. An antistatic coat as claimed in claim 7, wherein a primary particle size of said conductive carbon black is up to 40 nm, and a specific surface of said conductive carbon black is at least 130 m^2/g.

9. An antistatic coat as claimed in claim 7, wherein an oil absorption of said conductive carbon black is at least 75 ml / 100 g.

10. An antistatic coat as claimed in claim 7, wherein a primary particle size of said conductive carbon black is up to 40 nm, a specific surface of said conductive carbon black is at least 130 m^2/g, and an oil absorption of said conductive carbon black is at least 75 ml / 100 g.

11. An antistatic coat as claimed in claim 7, wherein a thickness of said antistatic coat is within a range of 0.05 to 0.2 μ m.

12. An antistatic coat as claimed in claim 1, wherein said antistatic layer contains a polyester resin as a binder.

13. An antistatic coat as claimed in claim 1, wherein said antistatic layer is a primer layer having an antistatic property.

14. A thermal transfer sheet comprising a substrate film, a coloring material layer which is disposed on a front surface side of said substrate film, an antistatic layer and a heat resistant slip layer, both of which are disposed on a back surface side of said substrate film,

said antistatic layer containing an organic or inorganic conductive material, and being disposed between said heat resistant slip layer and said

substrate film.

15. A thermal transfer sheet as claimed in claim 14, wherein said antistatic layer is disposed directly below said heat resistant slip layer.

16. A thermal transfer sheet as claimed in claim 14, wherein said conductive material comprises a conductive polymer having π -electron conjugated system.

17. A thermal transfer sheet as claimed in claim 16, wherein said conductive polymer having π -electron conjugated system is sulfonated polyaniline.

18. A thermal transfer sheet as claimed in claim 17, wherein a particle size of said sulfonated polyaniline is within a range of 0.01 to 1.0 μ m.

19. A thermal transfer sheet as claimed in claim 16, wherein a thickness of said antistatic coat is within a range of 0.05 to 0.5 μ m.

20. A thermal transfer sheet as claimed in claim 14, wherein said conductive material comprises a conductive carbon black.

21. A thermal transfer sheet as claimed in claim 20, wherein a primary particle size of said conductive carbon black is up to 40 nm, and a specific surface of said conductive carbon black is at least 130 m^2/g.

22. A thermal transfer sheet as claimed in claim 20, wherein an oil absorption of said conductive carbon black is at least 75 ml / 100 g.

23. A thermal transfer sheet as claimed in claim 20, wherein a primary particle size of said conductive carbon black is up to 40 nm, a specific surface of said conductive carbon black is at least 130 m^2/g, and an oil absorption of said conductive carbon black is at least 75 ml / 100 g.

24. A thermal transfer sheet as claimed in claim 20, wherein there is disposed further on the front surface side of said substrate film a detecting mark being adjacent to said coloring material layer, and

said antistatic layer containing said conductive carbon black is patterned in such a shape as not to hide said detecting mark.

25. A thermal transfer sheet as claimed in claim 20, wherein a thickness of said antistatic coat is within a range of 0.05 to 0.2 μ m.

26. A thermal transfer sheet as claimed in claim 14, wherein said antistatic layer contains a polyester resin as a binder.

27. A thermal transfer sheet as claimed in claim 14, wherein said antistatic layer is a primer layer having an antistatic property.

28. A thermal transfer sheet as claimed in claim 14, wherein said heat resistant slip layer comprises a reaction product produced in a reaction of a thermoplastic resin with a polyisocyanate.

29. A thermal transfer sheet as claimed in claim 14, wherein said heat resistant slip layer comprises an acryl modified polyvinyl butyral.

30. A thermal transfer sheet as claimed in claim 14, wherein a thickness of said heat resistant slip layer is within a range of 0.1 to 2.0 μ m.

31. A thermal transfer sheet comprising a substrate film, a coloring material layer disposed on a front surface side of said substrate film, and a heat resistant slip layer disposed on a back surface side of said substrate film,

said heat resistant slip layer containing a binder resin and an organic or inorganic conductive material, and said heat resistant slip layer having antistatic property.

32. A thermal transfer sheet as claimed in claim 31, wherein said conductive material comprises a conductive polymer having π -electron conjugated system.

33. A thermal transfer sheet as claimed in claim 32, wherein said conductive polymer having π -electron conjugated system comprises sulfonated polyaniline.

34. A thermal transfer sheet as claimed in claim 33, wherein a particle size of said sulfonated polyaniline is within a range of 0.01 to 1.0 μ m.

35. A thermal transfer sheet as claimed in claim 31, wherein said conductive material comprises a conductive carbon black.

36. A thermal transfer sheet as claimed in claim 35, wherein a primary particle size of said conductive carbon black is up to 40 nm, and a specific surface of said conductive carbon black is at least 130 m^2/g.

37. A thermal transfer sheet as claimed in claim 35, wherein an oil absorption of said conductive carbon black is at least 75 ml / 100 g.

38. A thermal transfer sheet as claimed in claim 35, wherein a primary particle size of said conductive carbon black is up to 40 nm, a specific surface of said conductive carbon black is at least 130 m^2/g, and an oil absorption of said conductive carbon black is at least 75 ml / 100 g.

39. A thermal transfer sheet as claimed in claim 35, wherein there is disposed further on the front surface side of said substrate film a detecting mark being adjacent to said coloring material layer, and

said antistatic layer containing said conductive carbon black is patterned in such a shape as not to hide said detecting mark.

40. A thermal transfer sheet as claimed in claim 31, wherein said heat resistant slip layer comprises, as said binder resin, a reaction product produced in a reaction of a thermoplastic resin with a polyisocyanate.

41. A thermal transfer sheet as claimed in claim 31, wherein said heat resistant slip layer comprises, as said binder resin, an acryl modified polyvinyl butyral.

42. A thermal transfer sheet as claimed in claim 31, wherein a thickness of said heat resistant slip layer is within a range of 0.1 to 2.0 μ m.

43. An antistatic agent comprising, as an effective ingredient, a conductive polymer having π-electron conjugated system.

44. An antistatic agent as claimed in claim 43, wherein said conductive polymer having π-electron conjugated system is sulfonated polyaniline.

45. An antistatic agent as claimed in claim 44, wherein said antistatic agent is in a state of dispersed solution into which said sulfonated polyaniline having a particle size within a range of 0.01 to 1.0 μm is dispersed.

46. An antistatic agent comprising, as an effective ingredient, a conductive carbon black having a primary particle size of up to 40 nm, and a specific surface of at least 130 m^2/g.

47. An antistatic agent comprising, as an effective ingredient, a conductive carbon black having an oil absorption of at least 75 ml / 100 g.

48. An antistatic agent as claimed in claim 47, wherein said conductive carbon black has a primary particle size of up to 40 nm, and a specific surface of at least 130 m^2/g.